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#### **Three USDA Projects**

- Development of a Multi-level Food Safety
   Education Program for the Retail Food Industry -- A.M. Fraser, E. Andress, E. Hoyle
- Development of a Dynamic Food Safety Education and Evaluation Strategy for the Retail Food Industry -- A.M. Fraser, L.B. Bearon, R.E. Mitchell
- Chinese-language Food Safety Training Program for Foodservice Workers — A.M. Fraser, J. Gleason, B. Chamberlin, and D. Lytton



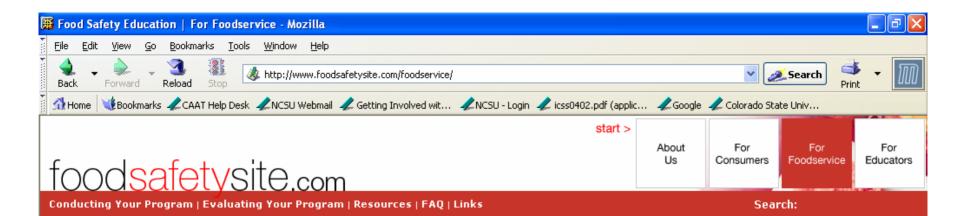
### **Overall Goal of Projects**

- Decrease incidence of foodborne illness attributed to foodservice establishments.
  - Foodborne illness is nearly 100% preventable *if* know and *then* apply safe food handling practices.
  - Lack of *effective* training one reason foodborne illness is still a problem.
  - Educating the food handler has the potential to *decrease* the incidence of foodborne illness.
- Develop tools to help food safety educators deliver effective food safety training programs.



#### **Food Safety Website**

- www.foodsafetysite.com
- Designed to help food safety educators reduce the incidence of foodborne illness in their communities.
- Divided into four sections:
  - About Us
  - Consumer Resources
  - Foodservice Resources
  - Educator Resources



#### For Foodservice

Americans are eating more of their meals away from home - an estimated 54 billion meals in 2002 alone. To illustrate how the magnitude of this, each year the average person eats about 218 meals away from home and spends nearly half (46.1%) of their food dollars (\$855) eating out. The result of this shift in food consumption away from the home is the possible increase in cases of foodborne illness attributed to foodservice operations. One way to address this potential problem is to educate foodservice workers about the how's and why's of safe food handling.

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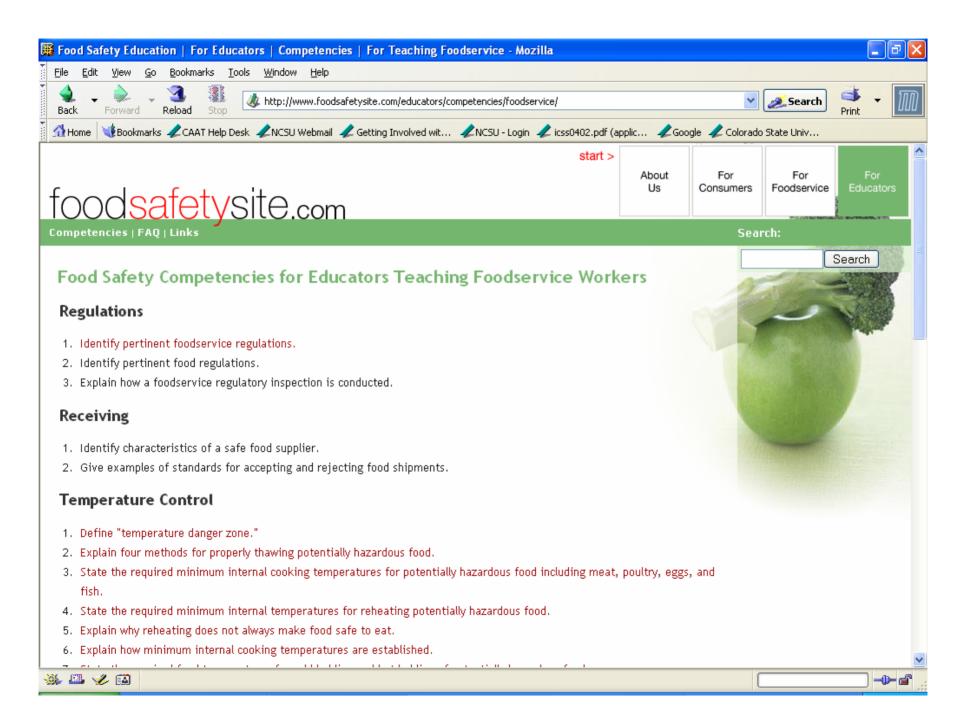
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# **Capacity Building – Educators**

- Educators need to meet a minimum level of competency in the area of food safety.
- 103 competencies:
  - General food safety,
  - Food safety for consumers,
  - Food safety for foodservice, and
  - Food safety for home entrepreneurs.





#### Research

- PHASE I -- Beliefs that impede adoption of safe food handling practices identified.
- PHASE II -- Ecological influences on transfer of food safety training assessed.
  - Management, Environment, Language, Policy, Workers, and Training
- PHASE III Evaluation Education



#### Focus Group Themes

- Importance of knowing and following practices to control spread of bacteria
- Lack of knowledge about safe food handling
- Pressures of working in foodservice demands of preparing food, supervision, customer demands, financial pressures, and regulatory requirements.
- Implications of these pressures



## Interviews (n=99)

- **Sample:** Foodservice managers and workers
- Interviewers: 10 Extension Agents
- Purpose:
  - Assess beliefs about safe food handling
  - Assess perceptions of risk for foodborne illness using
     10 known elements of risk perception

#### Format:

■ 60-90 minutes, taped and written survey



#### **Preliminary Results**

- Repeated food safety training information.
- Get food poisoning from:
  - Fast food, places staffed by teens, mishandling chicken
  - Did not believe that would get from their restaurant
- Reported numbers of foodborne illness as rate, percentage of population, and numbers.
- 57.7% very or somewhat likely to get FBI; 42.3% somewhat or very unlikely.

## Chinese-language Materials

- Website
- 243 slide set based on the 2005 Food Code
- Set of 14 summaries that correspond with slide set
- Six interactive activities
- Music
- Videotape



#### 食品安全

管理者获取认证的准备课程



### **Spanish-language Materials**

- A five-session for Spanishspeaking employees.
  - Activity centered
  - Delivered in six counties to over 100 foodservice workers.
- Four certification classes
  - 52 participants





#### Food Safety Educator's Motto

"Knowledge about safe food handling does not decrease the risk for foodborne illness — applying safe food handling practices does."